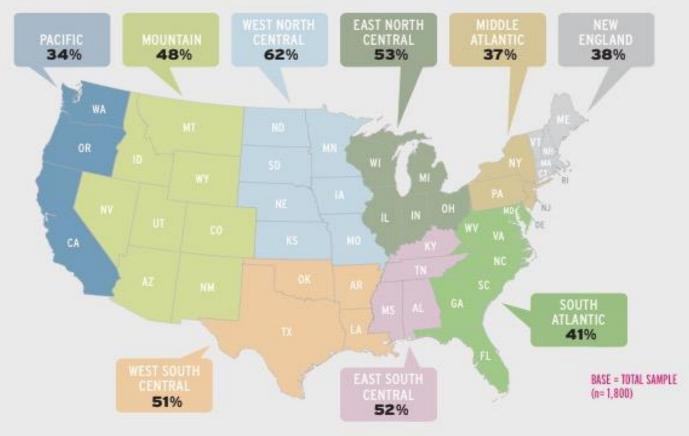




10
Years
Of
811
Awareness

AWARENESS OF CALL BEFORE YOU DIG SERVICES: REGION

- As in 2016, respondents in the West North Central region are most likely to be aware of call before you dig (62%).
- Along with a decrease in the number of active diggers, the South Atlantic region reported a 12-point decrease in awareness of call before you dig.

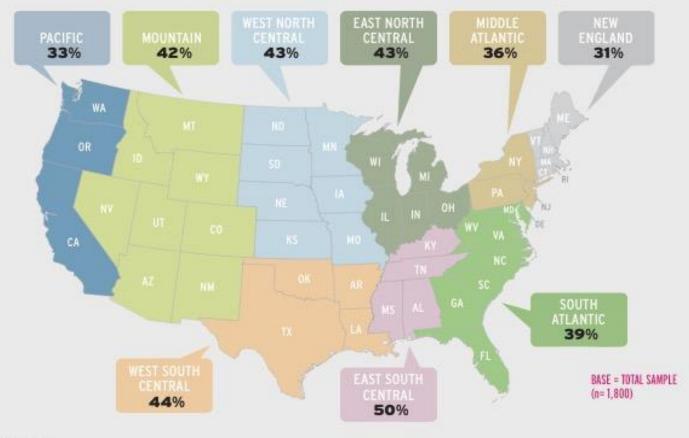


O: Are you aware of a free national phone number that people can call to have underground utility lines on their property marked prior to starting any digging project?



AWARENESS OF 811: REGION

- Awareness of call before you dig (+7) and 811 (+9) made the greatest gains in the West South Central, likely as a result of higher advertising awareness in the region.
- Respondents in the East South Central reported the highest aided (50%) and unaided (18%) awareness of 811.

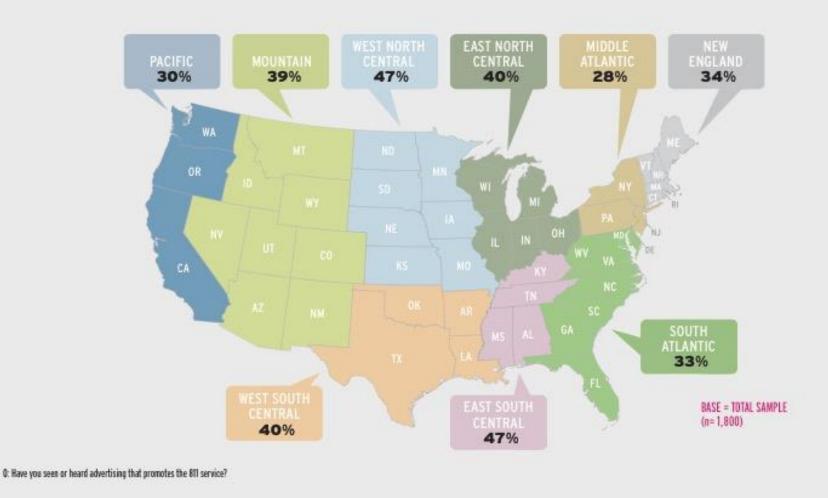


0: Does the phone number "811" sound familiar?

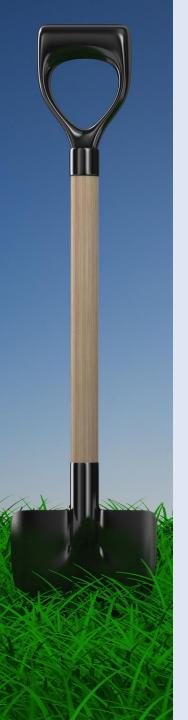


AWARENESS OF 811 ADVERTISING: REGION

Regional awareness of 811 advertising remains largely consistent with past years, while the Pacific (-8) and South Atlantic
 (-6) regions saw the greatest changes.



JULY 14, 2017



Damages to buried utilities cost the U.S.

\$1.5 billion

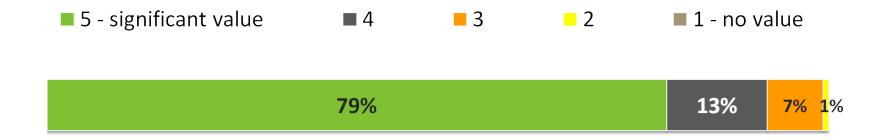
in 2016.





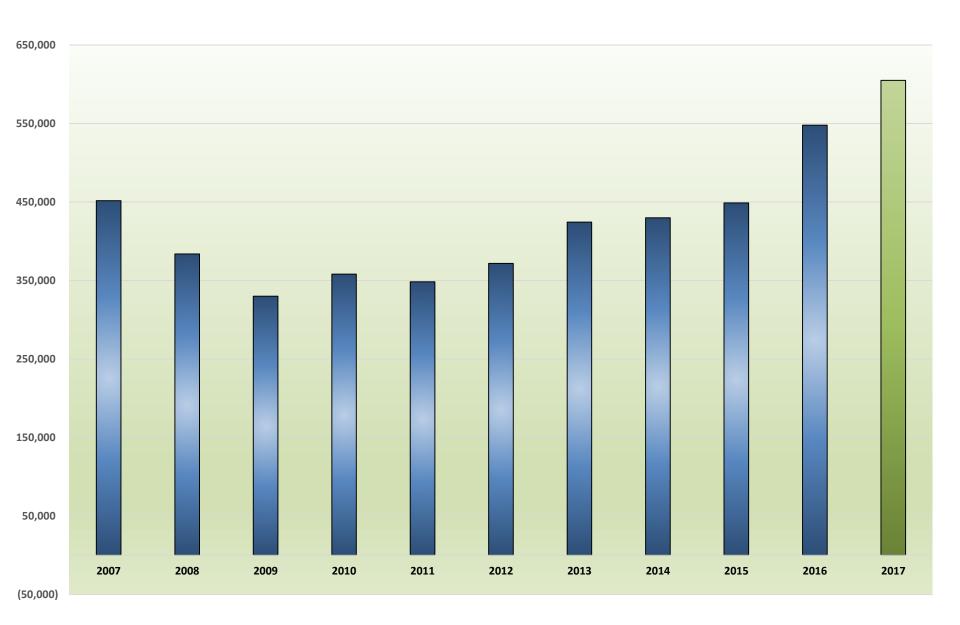
MEMBERSHIP VALUE

On a scale from 1 to 5, how much value do you feel you get overall from your Alabama 811 membership?

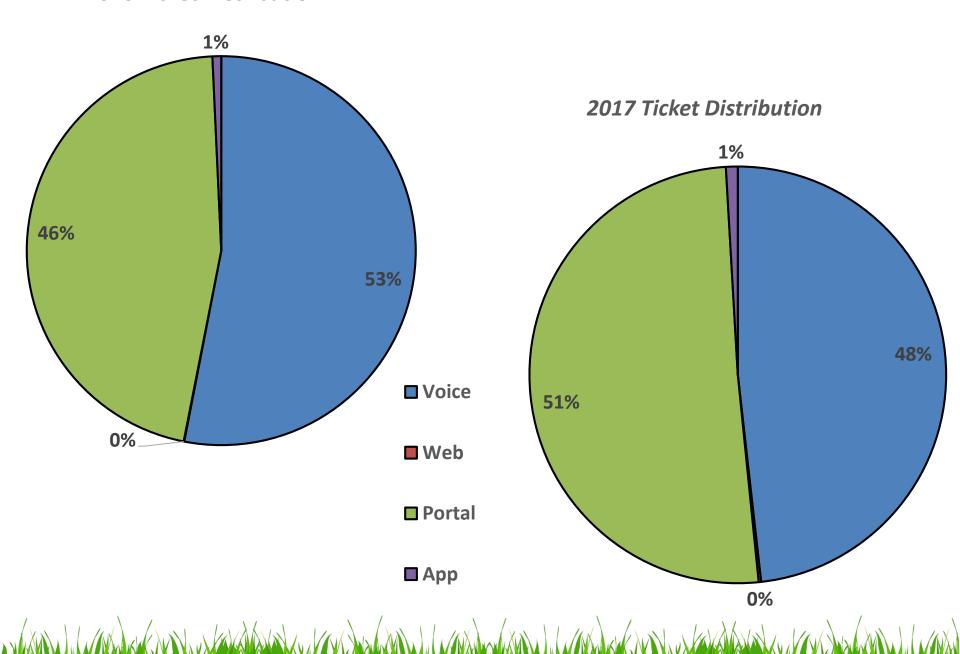


M GHUS.COM

Locate Request Volume 2007 – Estimated 2017



2016 Ticket Distribution





The ticket submitted will use the following contact information. Please update it if necessary.

Excavator:

(205) 731-3209 Annette Reburn 599 Altadena Dr Gardendale, AL 35071

Caller:

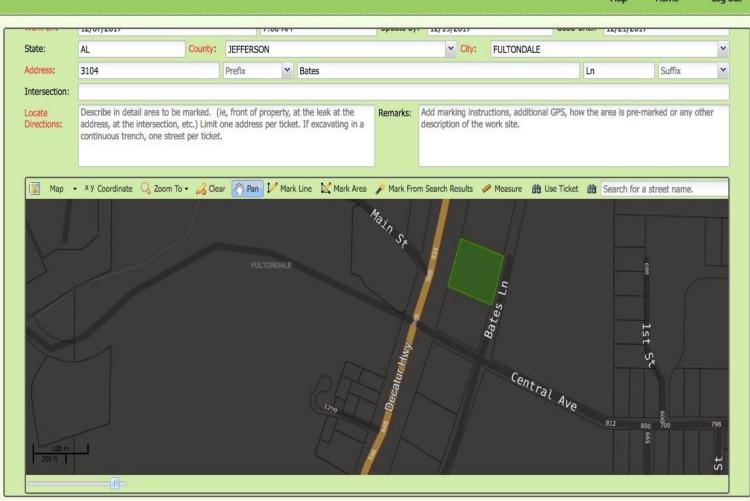
Annette Reburn (205) 731-3209 areburn@gmail.com

Contact:

Annette Reburn (205) 731-3209 areburn@gmail.com

Update Information

If you're not sure how to fill out the ticket you may call the **811 Center** for instructions. Thank you for using the portal.





The ticket submitted will use the following contact information. Please update it if necessary.

Excavator:

(205) 731-3209 Annette Reburn 599 Altadena Dr Gardendale, AL 35071

Caller:

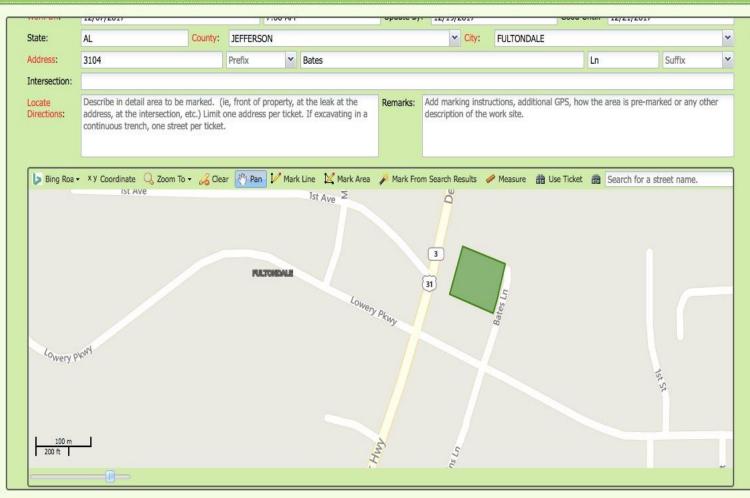
Annette Reburn (205) 731-3209 areburn@gmail.com

Contact:

Annette Reburn (205) 731-3209 areburn@gmail.com

Update Information

If you're not sure how to fill out the ticket you may call the **811 Center** for instructions. Thank you for using the portal.





The ticket submitted will use the following contact information. Please update it if necessary.

Excavator:

(205) 731-3209 Annette Reburn 599 Altadena Dr Gardendale, AL 35071

Caller:

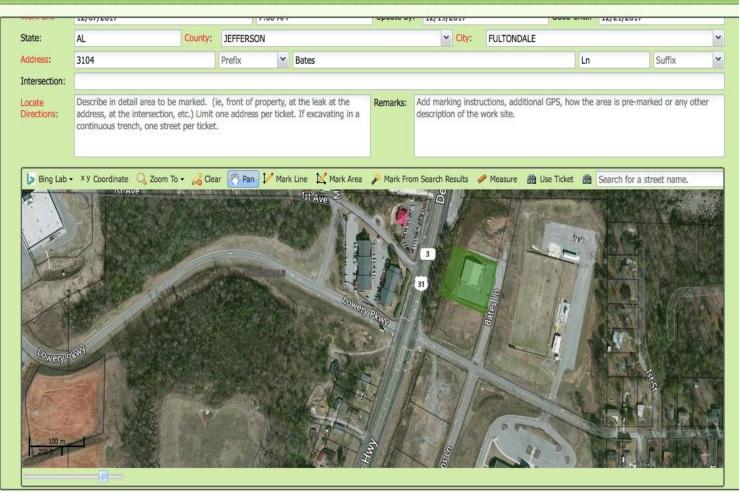
Annette Reburn (205) 731-3209 areburn@gmail.com

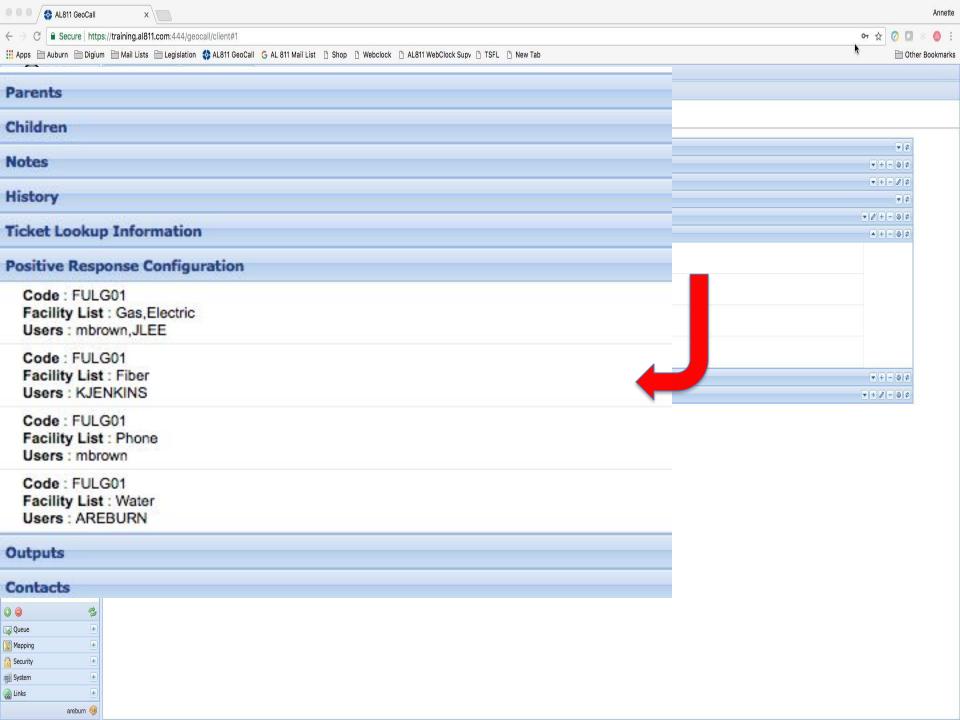
Contact:

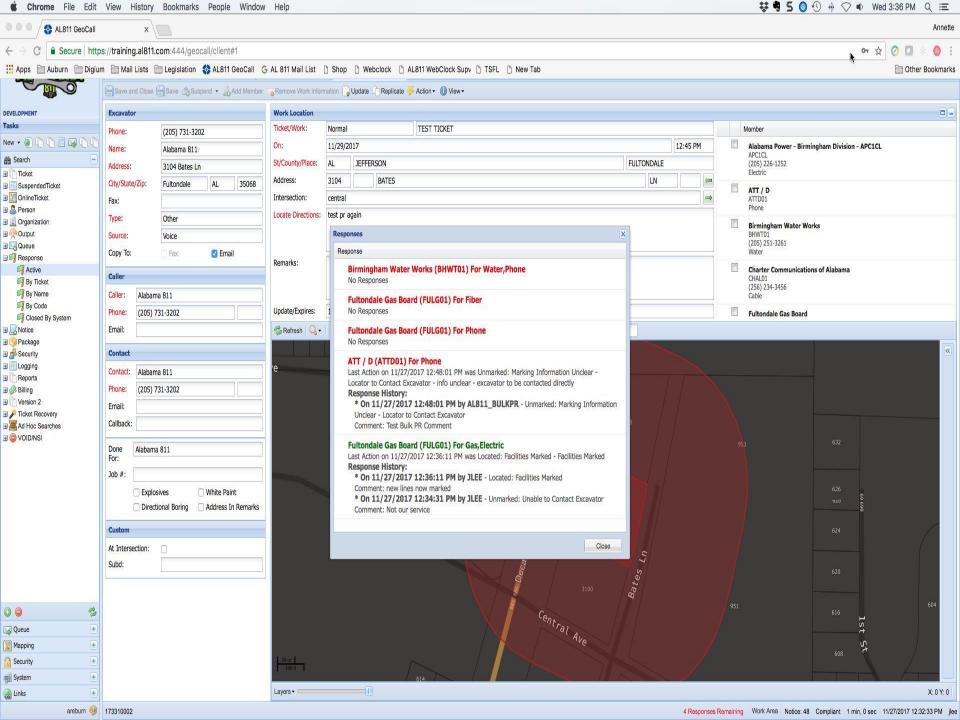
Annette Reburn (205) 731-3209 areburn@gmail.com

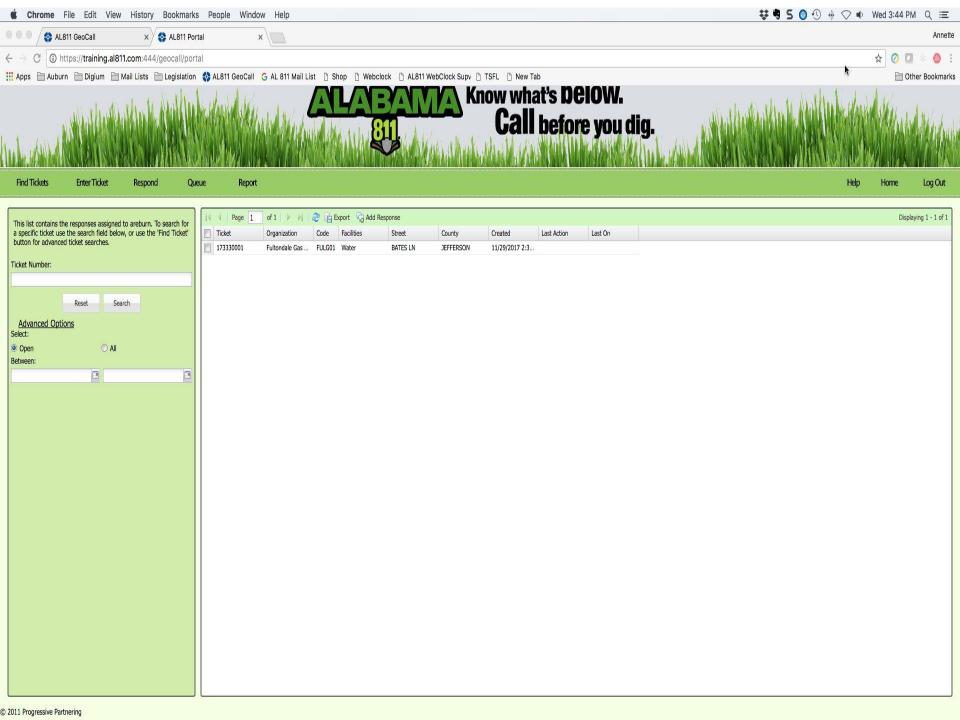
Update Information

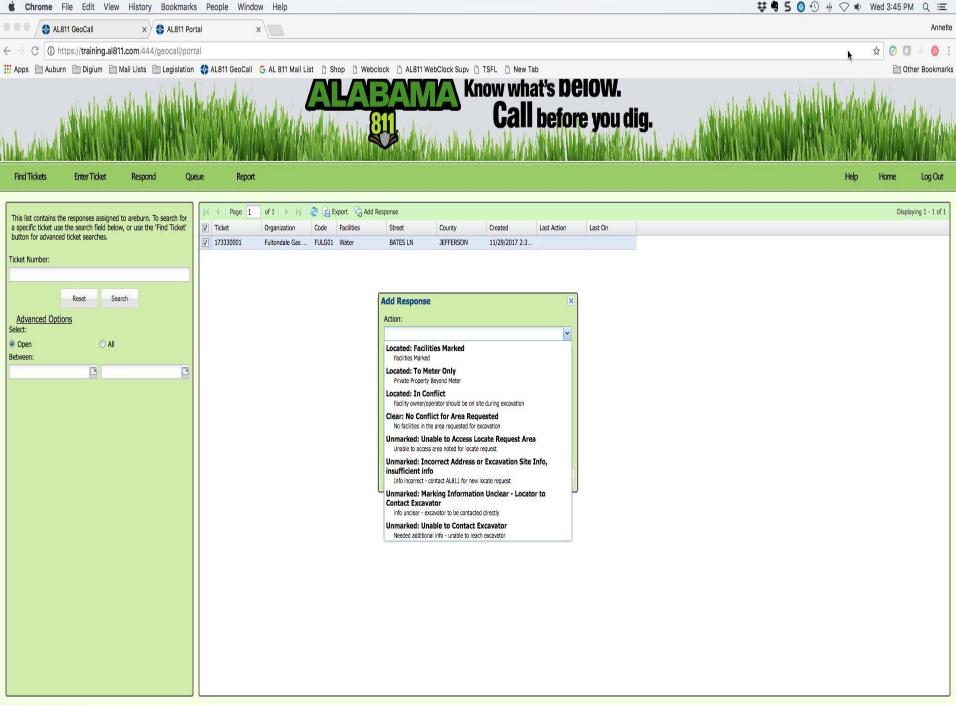
If you're not sure how to fill out the ticket you may call the **811 Center** for instructions. Thank you for using the portal.

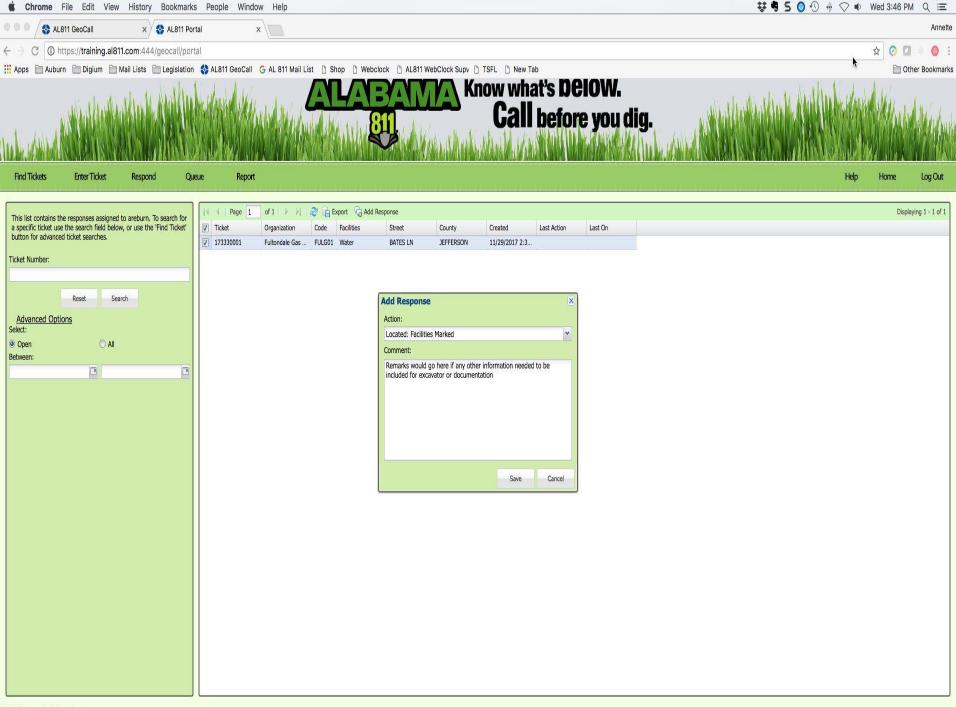


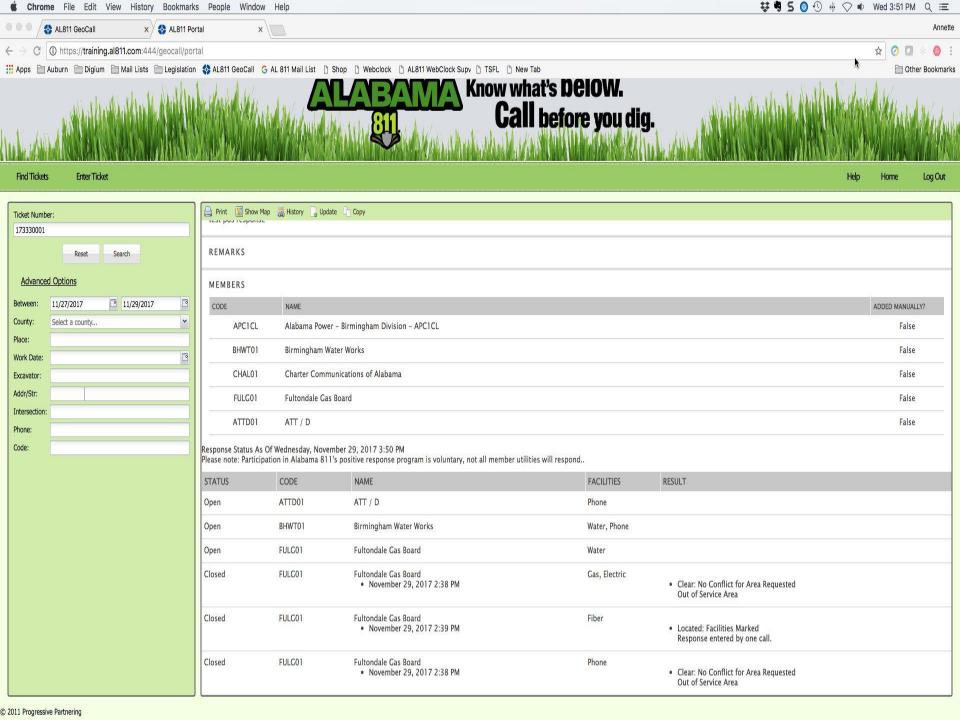












ALABAMA 811 KEY CONTACTS

Membership/ Call Center Operations:

Kim Jenkins <u>kjenkins@al811.com</u>

Database/GIS/Mapping/Technical Services:

Matt Brown <u>mbrown@al811.com</u>

Gavin Doss <u>gdoss@al811.com</u>

Accounting/Human Resources:

Tina Creel <u>tcreel@al811.com</u>

Public Awareness/Education:

Michele Dory <u>mdory@al811.com</u>

McKay Lyvers <u>mlyvers@al811.com</u>

If All Else Fails....

Annette Reburn <u>areburn@al811.com</u>